



2015 CRISIS MONITORING REPORT

May - December, 2015

Submitted by **HILL+KNOWLTON**
STRATEGIES

PL Sum. J.
Ex. 151

*Prepared under the direction of corporate counsel

MONITORING FILTER

Guest Comments from 4 Platforms

- Clarabridge Survey
- TripAdvisor
- Hotels.com
- Expedia



28 Key Words in 4 Categories



Drugs

- Drug Activity, Needles, Narcotics, Dope, Syringe, Weed, Cocaine, Crack, Meth, Methamphetamine, Trafficking



Police

- SWAT, Arrest, Robbery, Undercover, Ambulance, Fire Rescue, Rescue Squad



Weapons

- Gun, Knife



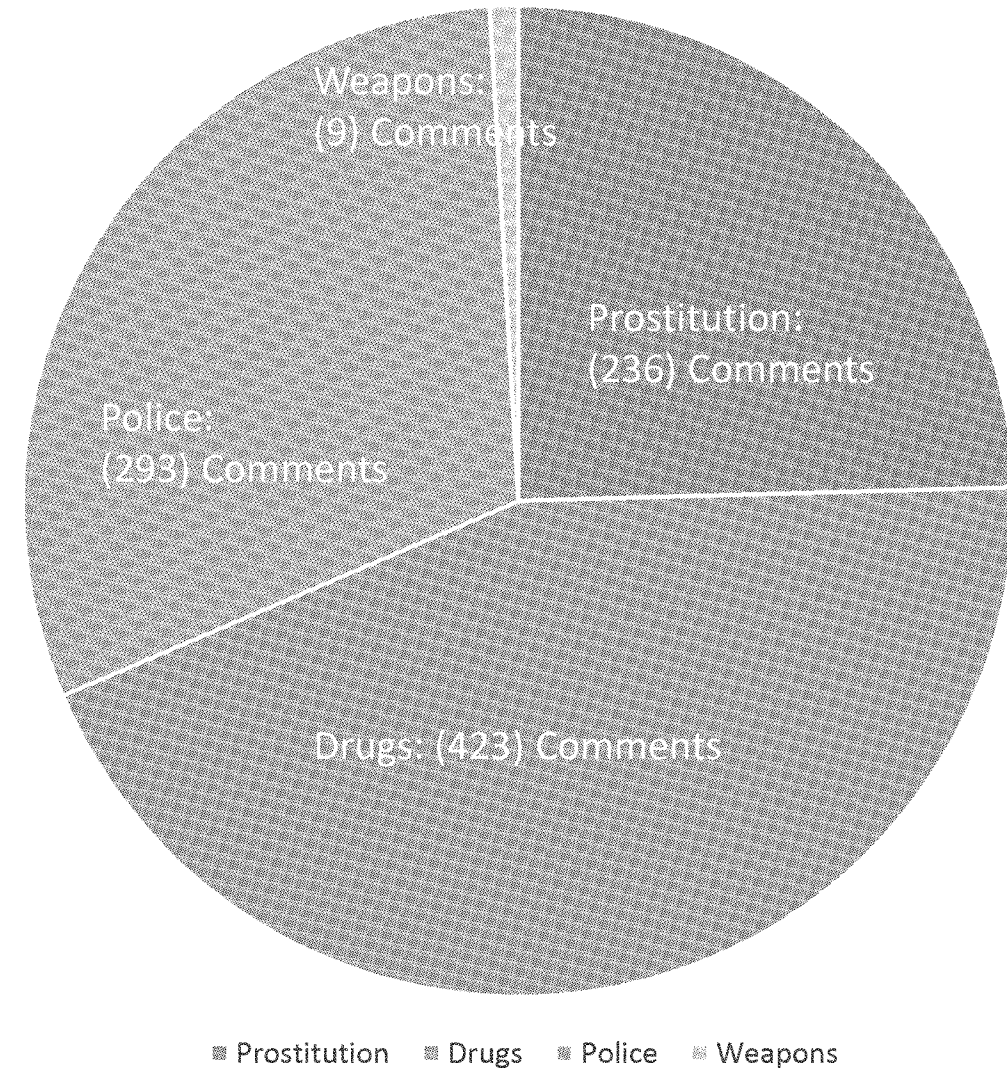
Prostitution

- Escort, Pimp, Hooker, Whore

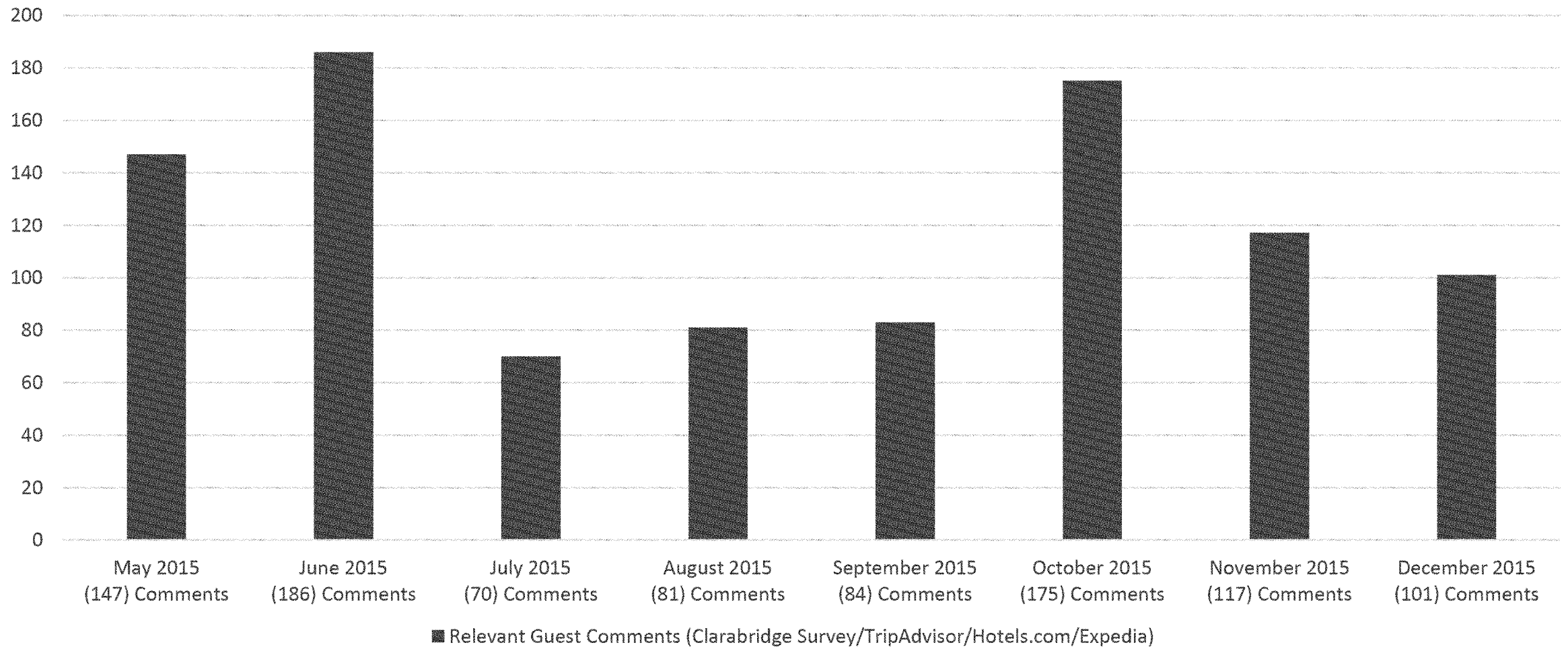
TRENDS: BY CATEGORIES

**From May to December 2015,
Red Roof received a total of
961 relevant guest comments:**

- **Prostitution: (236) Comments**
- **Drugs: (423) Comments**
- **Police: (293) Comments**
- **Weapons: (9) Comment**

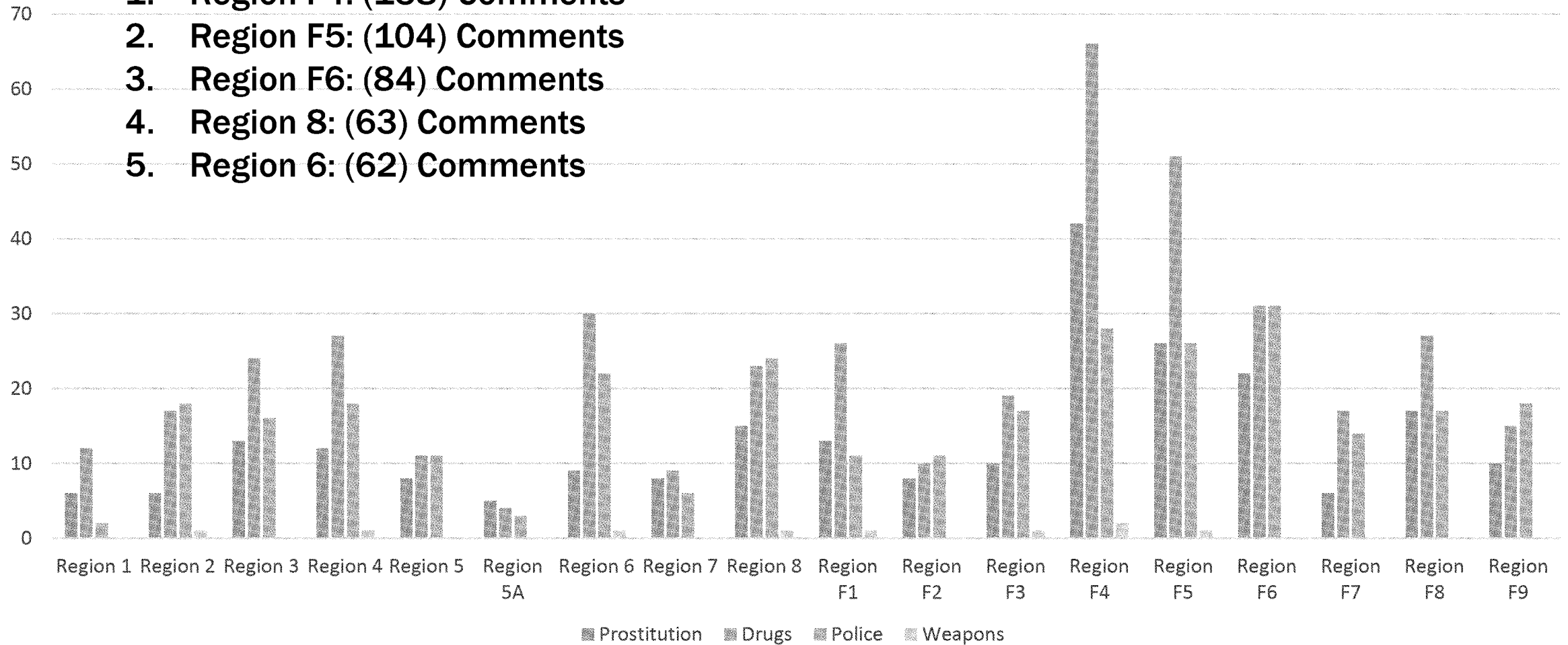


TRENDS: BY MONTHS



Top 5 regions with most relevant comments:

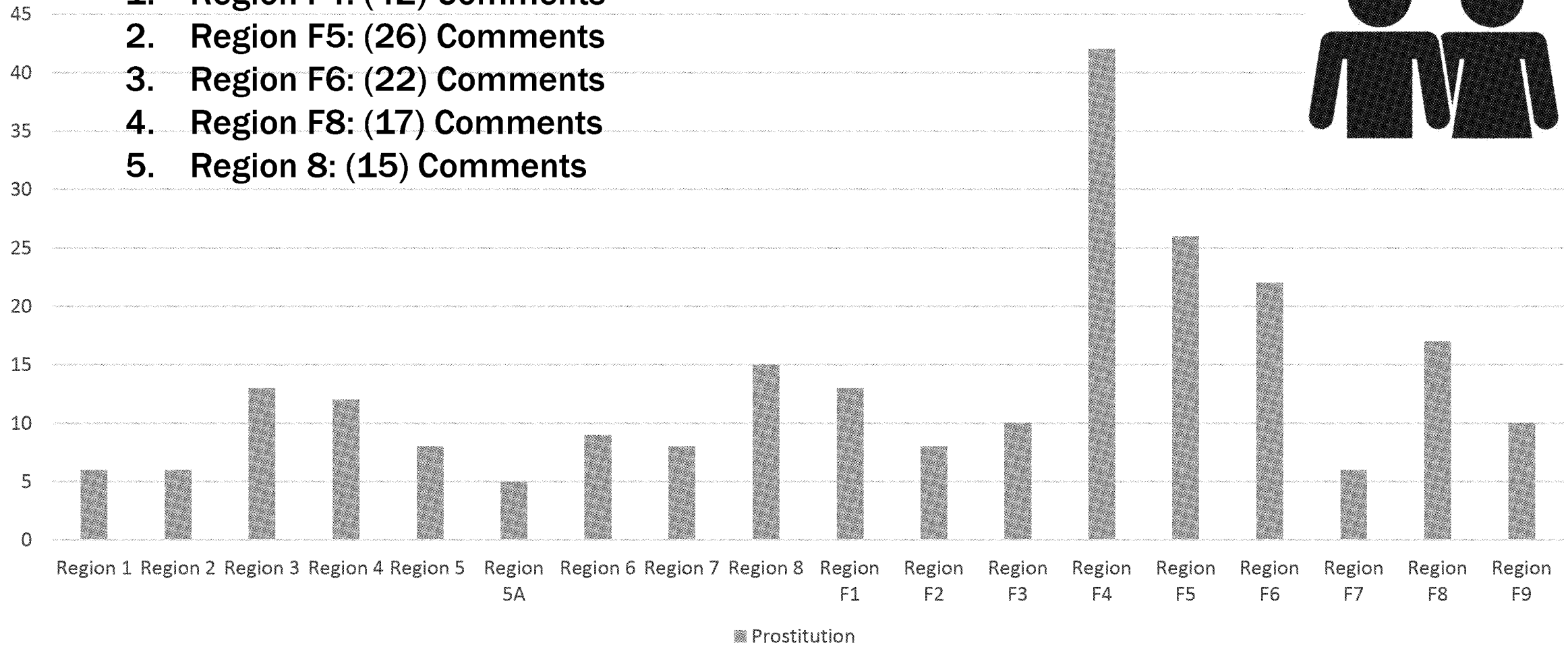
1. Region F4: (138) Comments
2. Region F5: (104) Comments
3. Region F6: (84) Comments
4. Region 8: (63) Comments
5. Region 6: (62) Comments



TRENDS: BY REGIONS (Prostitution)

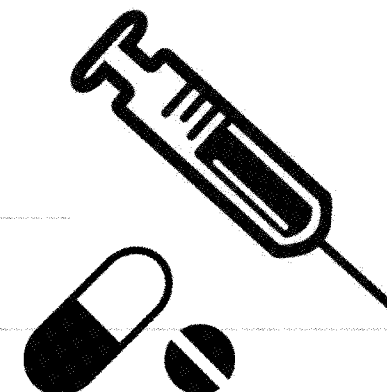
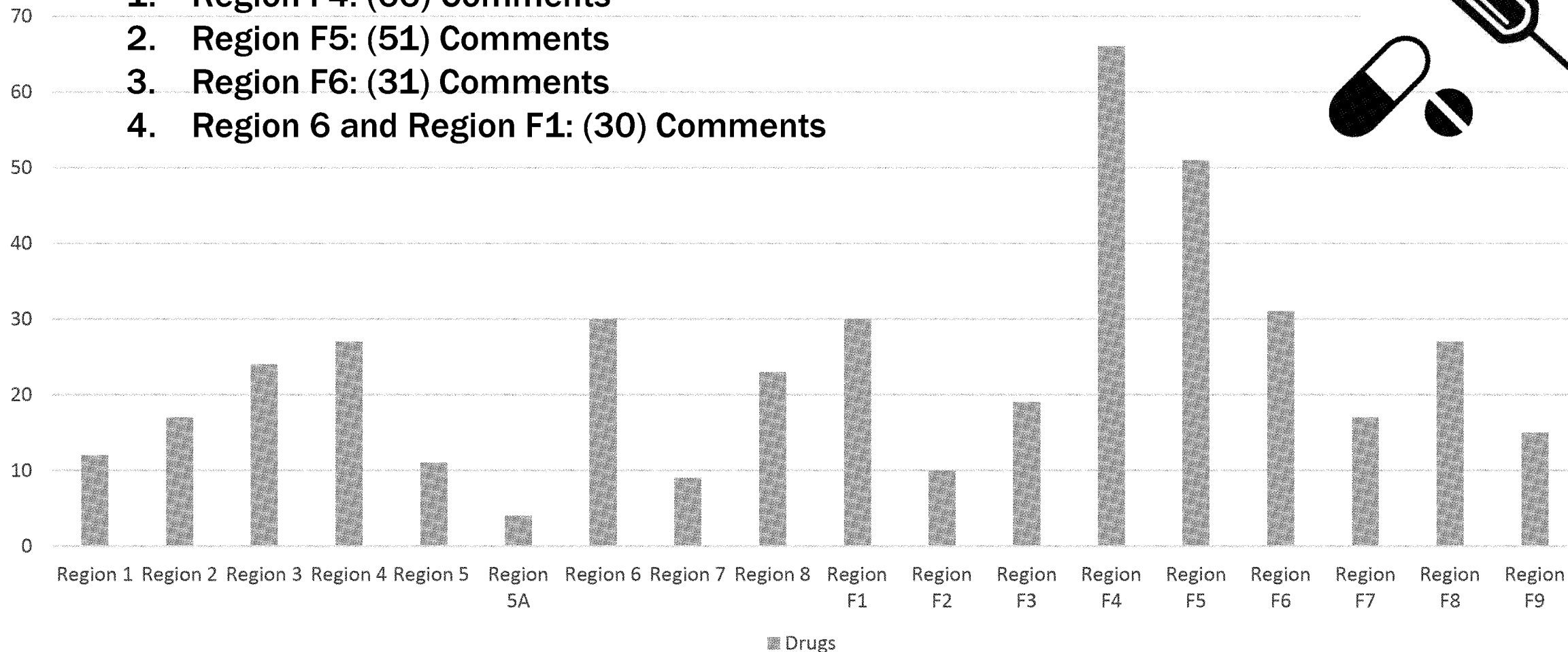
Top 5 regions with most prostitution comments:

1. Region F4: (42) Comments
2. Region F5: (26) Comments
3. Region F6: (22) Comments
4. Region F8: (17) Comments
5. Region 8: (15) Comments



Top 5 regions with most drugs comments:

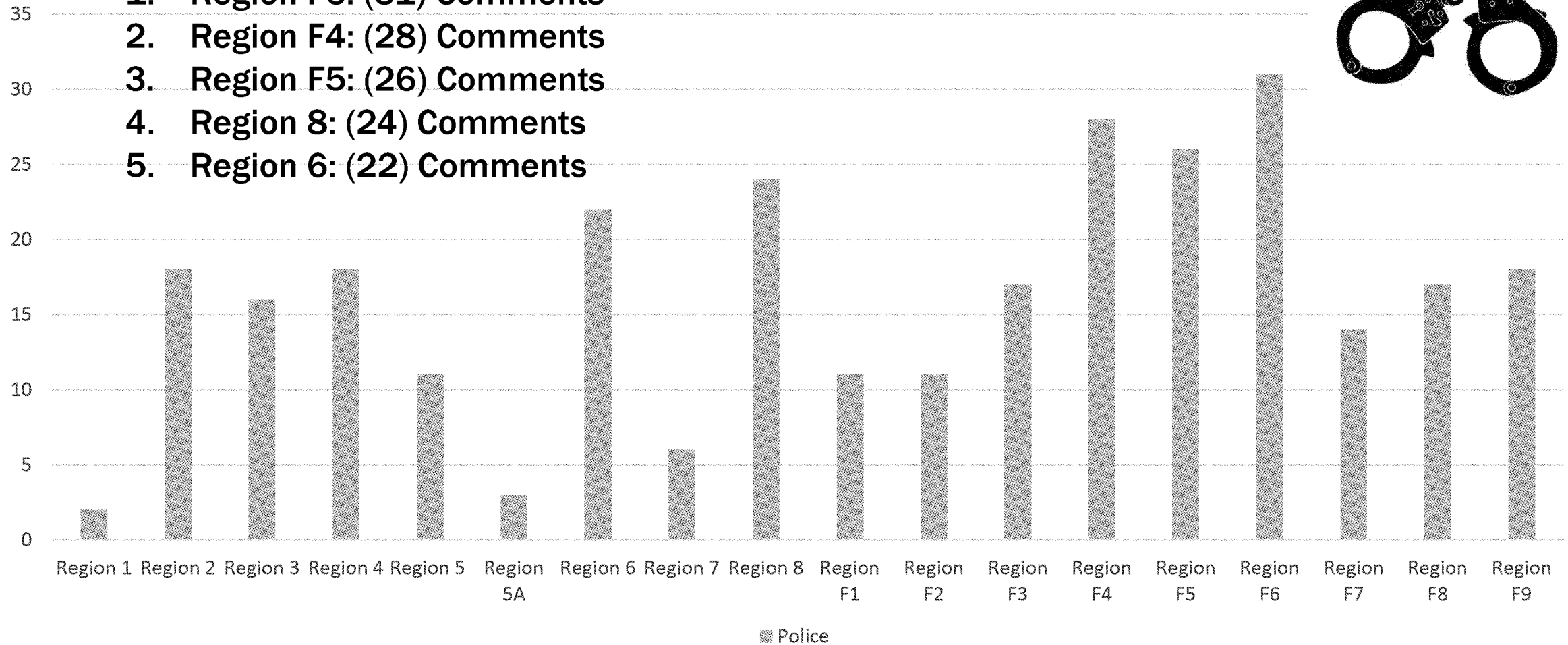
1. Region F4: (66) Comments
2. Region F5: (51) Comments
3. Region F6: (31) Comments
4. Region 6 and Region F1: (30) Comments



TRENDS: BY REGIONS (Police)

Top 5 regions with most police comments:

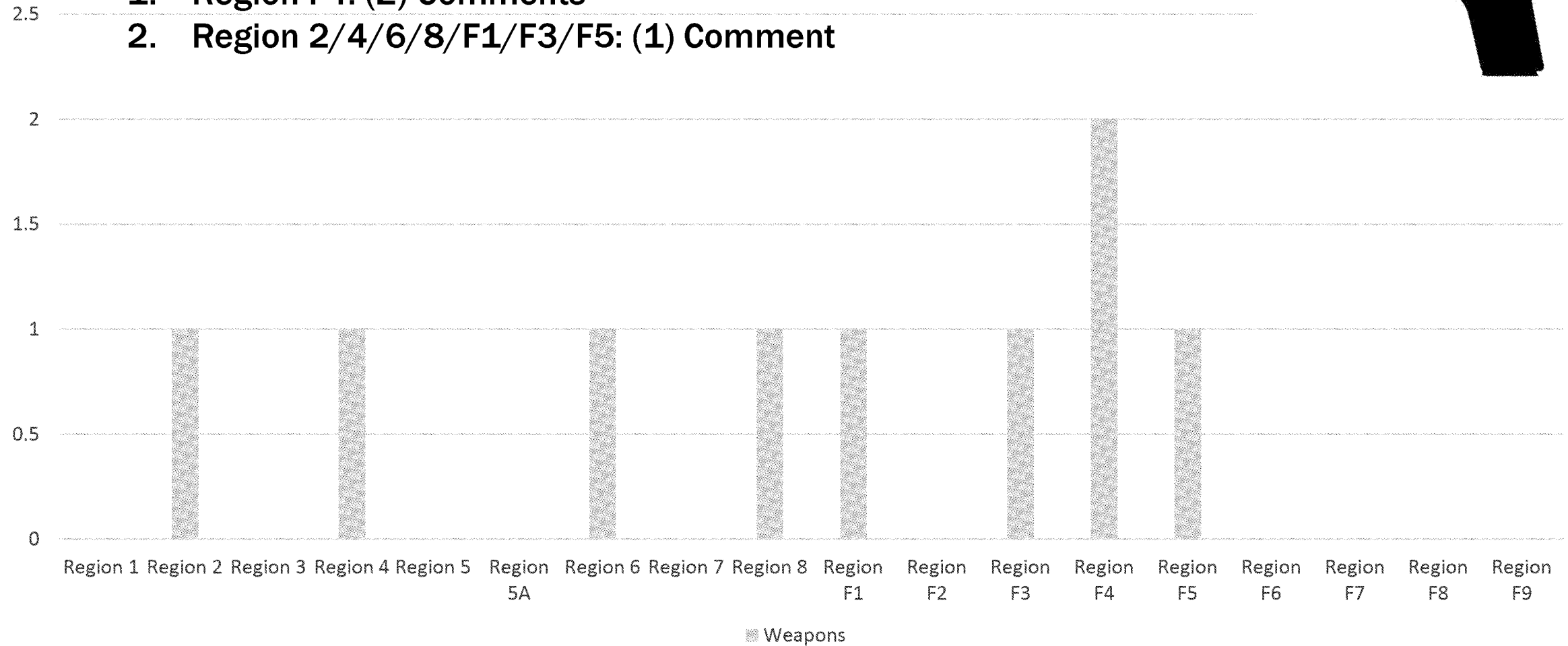
1. Region F6: (31) Comments
2. Region F4: (28) Comments
3. Region F5: (26) Comments
4. Region 8: (24) Comments
5. Region 6: (22) Comments



TRENDS: BY REGIONS (Weapons)

Regions with most weapons comments:

1. Region F4: (2) Comments
2. Region 2/4/6/8/F1/F3/F5: (1) Comment



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ATTENTION LIST: Properties with most chatter

Region	Property	Total	Prostitution	Drugs	Police	Weapons
F4	Atlanta – Smyrna (on July-November list)	48	15	22	11	0
F4	Atlanta – Midtown (on July-October list)	32	8	18	4	2
6	Atlanta – Buckhead (PLUS) (on July-November list)	16	3	7	6	0
F3	Chattanooga Airport (on July-October list)	16	5	7	4	0
F4	Columbia West, SC (on July-October list)	16	5	6	5	0
5	Detroit - St. Clair Shores (on July-October list)	16	5	6	5	0
F1	Tampa Busch (on July-October list)	16	3	10	3	0
F4	Atlanta – Six Flags	13	7	5	1	0
F8	Austin North (on November list)	13	5	5	3	0
F2	Chicago Lansing (on July-November list)	13	4	5	4	0

*Properties that received a minimum of 8 relevant comments

ATTENTION LIST: Properties with most chatter

Region	Property	Total	Prostitution	Drugs	Police	Weapons
F1	Jacksonville – Orange Park (on July-November list)	13	5	5	2	1
1	Phoenix North – Bell Road (on July-October list)	12	4	7	1	0
8	Washington DC - Columbia/Jessup Fort Meade (on July-October list)	12	5	5	1	1
F4	Atlanta – South (Morrow)	11	2	5	4	0
4	Dayton North Airport (on November list)	11	4	5	2	0
3	Baton Rouge	10	1	4	5	0
F5	Santa Ana	10	2	8	0	0
F7	Columbus E – Reynoldsburg (on July-October list)	9	1	3	5	0
F6	Greenville (on July-October list)	9	3	2	4	0
F5	St. Paul Woodbury	9	1	5	3	0
F5	Las Vegas	8	4	3	1	0
6	Raleigh NCSU – Convention Center (on July-October list)	8	1	4	3	0

*Properties that received a minimum of 8 relevant comments